To: Dibenedetto, Charles A.
From: Groll, A P.
Posted: 7/29/98 21:11
Opened: 7/30/98 9:32
Subject: D. COOK FIELD TRIP

Dear Charlie,

The following is a topline of the points covered during David Cook's and John Boehm's trip to NYC:

PDI

- Camel Logo Signs (similar to "NO BULL DISKS") can be ordered for other than CTS w/Mark's approval.
- David is developing several small pricers that will assist retailers in "turning buydowns on & off".
- Discussed your need for high-impact lighted signs - David will advise.
- Roll Tape is being developed for Winston / Camel in addition to current Salem. Wider tape will also be available.
- David is looking into a "Metro PDI Kit" which would contain vertical / horizontal decals (large), 1' x 5' banners, metals,etc. He feels that if the NYC Outdoor Ban occurs as planned, these items could still be used for interior presence.

Display

- David & John were both impressed by and interested in Juan's NSS displays (see attachment: LENOX 1,2) and the "Randi-Charlotte" displays at Charles Food (see attachment :PLEXI). They discussed the following:

1. Suction-cup type "fixture" with brand-specific border to be used in place of roll tape to "standardize" NSS displays.

2. Including carton side-facings with packs in NSS "plexi" displays.

Awnings

- No action is planned until required by law (2 Years). Action plan is not yet formulated.
- Fuji Apple to be corrected immediately. David will call Ledan tomorrow - I will handle with Ledan.
- Joe Camel Awnings are under consideration at this point ("do we replace Joe with beast now and then remove beast again in 2 years?"). David will advise.
-Joe Camel awning at 84 Nassau Street should be re-done now due to shabby condition. David feels high pedestrian traffic warrants this expense.
- Awnings currently on location will be cleaned. David will handle with Ledan.

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NYC Outdoor Advertising Ban

A question came up regarding whether or not the ban is in fact law. Since retailers have not been notified, it is unclear what the city's plan is regarding enforcement. Please advise.

Both David and John were extremely impressed with our presence in the stores we contacted. They asked me to pass this along to you. David would like to know any additional thoughts you have regarding POS/PDI etc. He'd like you to call him if you want to discuss this further.

Artie

Source: https://www.industrydocuments.ucsf.edu/docs/jxvy0000